

## Message Text

UNCLASSIFIED

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46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W  
----- 102347

O R 241516Z SEP 75  
FM AMEMBASSY WARSAW  
TO USDOC WASHDC IMMEDIATE  
INFO SECSTATE WASHDC 7494  
AMCONSUL POZNAN

UNCLAS WARSAW 6291

COMMERCE FOR BEWT/OEWD/SABRAHAMSON

E.O. 11652: N/A  
TAGS: BEXP, PL  
SUBJECT: EXPANSION OF POZNAN PAVILION

REF (A) STATE 215491 (B) WARSAW 6064

1. EMBOFF HERTZBERG MET RECENTLY WITH MESSRS. HENRYK SITAREK, GENERAL DIRECTOR, TADEUSZ WOZNIAK, TECHNICAL DIRECTOR AND STANISLAW LAKOWSKI, COMMERCIAL DIRECTOR, OF THE POZNAN FAIR, TO DISCUSS AND CONFIRM REDUCED RENTAL FEES OF AN EXPANDED US PAVILION AT THE POZNAN FAIR.
2. COMMITMENT FOR A RENTAL FEE OF ELEVEN (11) U.S. SOLLARS PER SQUARE METER OF INDOOR SPACE WAS OBTAINED. (INDOOR SPACE CURRENTLY RENTS AT \$26.) OUTDOOR RENTAL FEE REMAINS AT ELEVEN (11) US DOLLARS PER SQUARE METER.
3. THIS COMMITMENT IS CONTINGENT UPON RECEIPT OF ROUGH DRAWINGS OF EXPANSION PLANS AND LAYOUTS WHICH HAVE TO BE APPROVED BY THE FWIR AUTHORITIES AND MINISTRY OF CONSTRUCTION BY MID-OCTOBER. PLANS WILL THEN BE SUBMITTED TO LOCAL CONSTRUCTION ASSOCIATIONS FOR PRICING AND EXECUTION.
4. WITH AN EXPANDED PAVILION 19 (WHICH WILL INCLUDE 768 SQUARE METERS OF BALCONY SPACE) THE RENTAL FEE WILL AMOUNT TO 26,389 US DOLLARS FOR 2,400 SQUARE METERS, A REDUCTION OF UNCLASSIFIED

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16,015 US DOLLARS FROM THE PRESENT FEE FOR 1,631 SQUARE

METERS. RENTAL FEE FOR AN EXPANDED PAVILION<sup>18</sup> (WHICH WILL INCLUDE A THIRD FLOOR) WILL BE 3,927 US DOLLARS, A REDUCTION OF 1,547 US DOLLARS FROM THE PRESENT FEE. OVER SEVEN YEARS, THE SAVINGS WOULD BE \$122,934 FOR ABOUT 50 PERCENT MORE EXHIBIT SPACE. THE REDUCED RENTAL FEES AND THE INCREASES WE ARE PLANNING IN EXHIBITOR CONTRIBUTIONS FOR SPACE IN AN EXPANDED, AIR-CONDITIONED PAVILION, WOULD ENABLE THE 1976 US EXHIBIT IN POZNAN TO BE A SELF-SUFFICIENT, FULL-COST-RECOVERY EVENT.

5. IF EXPANSION BUDGET IS APPROVED, IT IS IMPERATIVE THAT PAVILION PLANS AND LAYOUTS REACH THE TDC IN WARSAW NO LATER THAN OCTOBER 10, AS EXPANSION COMPLETION DEADLINE MUST BE SET FOR END OF APRIL, 1976. PLEASE ADVISE SOONEST.  
DAVIES

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 SEP 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975WARSAW06291  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750331-0213  
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**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 215491, 75 WARSAW 6064  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** RowellE0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 18 MAR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <18 MAR 2003 by maustmc>; APPROVED <10 FEB 2004 by RowellE0>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** EXPANSION OF POZNAN PAVILION  
**TAGS:** BEXP, PL  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006